Internet Broadcasters
Social Media Guide

Fig. 1.

Written By

David Childers

www.ScenicRadio.Com

Relaxing Entertainment for the World

www.BroadcastingWorld.Com

Global Broadcast Information Portal

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About The Author

David Childers is the Content Manager for the Global Broadcasting portal www.BroadcastingWorld.com. He is very active in the Internet broadcast industry and has written numerous guides and a book about this growing technological field. He is also the webmaster of www.ScenicRadio.com, the global destination for relaxing entertainment.

Mr. Childers' work has been cited in several national and International publications, including these:
Five Essays on Copyright In the Digital Era
Turrer Publishing

Research On High-Profile Digital Video Production
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services
National University of Rwanda

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Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology
Idea Group Publishing

Peer-to-Peer Systems and Applications
Lecture Notes In Computer Science
Springer Berlin / Heidelberg

Feedback

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: www.KL7AF.com

Foreword

Welcome to the Internet broadcaster's social media guide.

Social Media is a new communication concept that is continuously evolving. It can provide substantial marketing and promotional results for the time invested in setting this up. Internet broadcasters should make full use of the potential that this concept has to offer.

I would like to thank Terrence Romero of El Mero Mero Media for contributing to the guide, Scarlet Coker for providing assistance with the editing of the guide, and James Davey at Broadcasting World for allowing me the opportunity to create this handbook.

It is my sincere hope that the reader finds this handbook a valuable resource.

David Childers

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Posveèeno Neži In Poloni Vidmar

Ne prepoznaš pomembnih dogodkov v življenju, dokler ni prepozno.
Agatha Christie

"Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity, and the emotions to affect other people."

Jim Rohn

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Introduction

Social media is the merging of social interaction and content distribution which can be used as a method for the marketing and promotion of the station. This allows people to connect and interact as well as create and share content. This content can spread virally through social connections based on recommendations or sharing. Interacting with the station audience also builds community and makes the participants feel that they are part of the station. It is very important to solicit audience feedback, which can provide the station with ideas and suggestions to boost the station audience potential. Feed back can also help correct problems that the station management is not aware of.

Social media combines many aspects of media that can provide opportunities for creating audience cohesion and attracting more audience participants. This can be accomplished by using multiple forms of media that link together. Each part of the social media spectrum can be used to support the other elements which can attract people to specific content or location. This ability can also allow stations to provide additional content that is produced as a bonus to the station audience.

Content should be created with a high standard of quality. Content that is not interesting, informative, or entertaining will not attract people, and the content of the Social Media should reflect the programming and philosophy of the station. It is important to use a balanced approach for content creation, and try to utilize equal amounts of the content for each individual element of the Social Media spectrum.

Promoting a station or seeking a larger audience participation using this low cost method can yield substantial results. The key to social media is group interaction, recommendations and sharing content. It is important to remember that different people react to different types of media in different ways, so using multiple forms of media allows the message to reach across a broad spectrum.

Maximizing Social Media

<u>Social Media Optimization</u>

This is the process of maximizing the social media content to attract more targeted visitors. This is crucial for expanding the reach of the station's social media content.

Here are several important steps for optimizing social media content:

- Increase the desire of people to recommend or share content by continuously updating it.
- The content must have value and quality.
- It is very important to make the content entertaining and informative so that it will attract followers.

- Create content that the target audience will consume.
- Submit all consumable content (Publications, video or music) to relevant social news and information sites.
- Content created for consumption by the social media network needs to be properly licensed.
- Encourage website visitors to mashup or reuse content.

- Know who the target audience is.
- Define the goal of the stations social media program.
- Ensure all the elements of the social media network have the same common goals.
- The social media goals must match the station and website goals.

- Incorporate the use social bookmark websites with quick link buttons.
- Define rules for the social media communities.
- Monitor the activity of each part of the social media operation.
  (Tweak /adjust low yield social media elements to increase traffic flow.)
- The station staff should participate in the created social media content.
- It is important to ask for feedback from the station's social media users.

<u>FaceBook</u>

- Select a URL name that fits the station.
- Use the station logo for the profile picture.
- Create a Page, not a profile. Profiles have a limit of 5,000 people.
- Thank people for "liking" with rewards.
  (Drawings, Freebies, ETC.)
- Link to other social media content that the station has created.
- Include all station information.

<u>YouTube</u>

- Select a URL name that fits the station.
- Use the station logo for the profile picture.
- Include all station information.

<u>Twitter</u>

- Select a URL name that fits the station.
- Use the station logo for the profile picture.
- Include all station information.

<u>Blogs</u>

- Select a URL name that fits the station.
- Use the station logo for the profile picture.
- Include all station information.

Defining Social Media

It is very important to target the social media content with the desired audience.

<u>Audience</u>

Define the target audience as clearly as possible.

- Age.
- Gender.
- Location.
- Preferred media.
- Culture.

<u>Uniqueness</u>

Explore and use the individuality of the broadcast station. Find a niche and strive to promote that unique characteristic.

What makes this station different from other stations:

- Genre.
- Location.
- DJ's.
- Website.
- Type of shows.
- Other.

<u>Individual Social Media Elements</u>

Select the types of media that can be used to effectively promote the broadcast station and its website.

<u>Content Tagging</u>

It is very important to properly tag content. If the content is not tagged properly, then it will not be found by the desired audience.

It is important to remember the target audience as well as the uniqueness of the station when tagging content.

- <u>Title</u>.
 * Choose a title that will generate interest in the content and will attract viewers.
- <u>Key words</u>.
 * Choose key words that will generate interest in the content and will attracts viewers.
- <u>Thumbnail image</u>.
  * Choose an image that will generate interest in the content and will attracts viewers.
- <u>Description</u>.
 * Write a description that will generate interest in the content and will attracts viewers.

Video

"Already we Viewers, when not viewing, have begun to whisper to one another that the more we elaborate
our means of communication, the less we communicate."
J. B. Priestley

Each form of media has its own unique characteristics. Make use of this and maximize the full potential that
is available. Remember, the content must be entertaining and informative to draw in social participants and
followers.

- Offer additional program content through video shows and down-loadable video casts.
- Offer station announcements.
- Offer video of station operation.
- Offer video of station personnel.
- Offer video of station events.

- www.youtube.com
- www.blip.tv
- www.photobucket.com
- www.dailymotion.com

Audio

"One dog barks at something and a hundred bark at his sound."
Chinese Proverbs

Each form of media has its own unique characteristics. Make use of this and maximize the full potential that is available. Remember, the content must be entertaining and informative to draw in social participants and followers.

- Offer additional program content through audio shows and podcasts.
- Offer station announcements.
- Offer audio of station operation.
- Offer audio of station personnel.
- Offer audio of station events.

Music and Podcast hosting.

- www.tunescoop.com
- www.soundcloud.com
- www.blip.tv
- www.mypodcast.com

Textual

"The difficulty of literature is not to write, but to write what you mean."
Robert Louis Stevenson

Each form of media has its own unique characteristics. Make use of this and maximize the full potential that is available. Remember, the content must be entertaining and informative to draw in social participants and followers.

<u>Articles</u>

These can be written to relate with the station, its events or staff and published on the Internet.
(Direct readers to the station website within the article.)

  - www.ezinearticles.com
  - www.hubpages.com
  - www.squidoo.com
  - knol.google.com

<u>Blogs</u>

These can be written to relate with the station, its events or staff and published on the Internet.
(Include station information in the description tag and actual content.)

  - www.blogger.com
  - www.xanga.com
  - www.livejournal.com
  - www.wordpress.com
  - www.tumblr.com
  - www.weebly.com
  - www.blog.com

<u>Publications</u>

These can be written to relate with the station, its events or staff and published on the Internet.
(Include station information in the description tag and actual content.)

  - www.scribed.com
  - www.yudu.com
  - www.issuu.com
  - www.docstoc.com
  - www.doxtop.com
  - www.youpublish.com

<u>Note</u>

It is important to have all content reviewed for grammar and structure to maintain a professional appearance.

Graphics

"A picture is worth a thousand words."
Unknown

Each form of media has its own unique characteristics. Make use of this and maximize the full potential that is available. Remember, the content must be entertaining and informative to draw in social participants and followers.

- Offer pictures of station events.
- Offer pictures of station operation.
- Offer pictures of station staff.
- Offer pictures of station studio.

<u>Photosharing</u>

* www.photobucket.com
* www.flickr.com
* www.imageshack.us
* www.tinypic.com
* www.picturetrail.com

<u>Slide shows</u>

* www.slide.com
* www.imageloop.com
* www.photopeach.com
* www.kizoa.com

Other

"The way of the world is meeting people through other people."
Robert Kerrigan

These are social media concepts not covered by other categories.

<u>Social news</u>

This web service allows users to submit and rate content based on interest.

 - <u>General content</u>

  * www.digg.com
  * www.reddit.com
  * www.subbmitt.com
  * www.fark.com
  * www.mixx.com

 - <u>Technical content</u>

  * www.slashdot.org

<u>Social bookmarking</u>

This web service allows storing, sharing, and discovering web bookmarks.

 - www.delicious.com
 - www.stumbleupon.com

<u>Social networking</u>

This web service allows people to connect based on friendship, relationships, professional or interests.

 - www.facebook.com
 - www.twitter.com
 - www.orkut.com
 - www.linkedin.com

<u>Social Media communities</u>

This web service allows people to form groups or participate in group settings.

 - <u>Forums</u>

  * www.forumotion.com
  * www.freeforums.org
  * www.forumer.com
  * www.eamped.com

 - <u>Wikis</u>

  * www.wikkii.com
  * www.wikidot.com
  * www.wikihost.org
  * www.atwiki.com

<u>Share buttons</u>

This web service allows people to share web pages or content on social media sites.

 - www.addtoany.com
 - www.sharethis.com
 - www.addthis.com

Audience Generated Content

"Tell the audience what you're going to say, say it; then tell them what you've said."
Dale Carnegie

Encourage audience members to create and submit content that can be used for social media consumption.

Some suggested content ideas:

- Station events they have attended.
- Where listeners are located.
- Station parties.
- Station holidays.

This content can include:

- Pictures.
- Video.
- Audio.
- Stories.
- Mashups.

Media Content Licensing

It is important to properly license the station's social media content so that it will receive proper legal protection and recognition.

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